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10/13/58

fashion calendar

january

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

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18th YEAR • A WEEKLY PUBLICATION

january - 1959

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february - 1959

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march - 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, OCTOBER 11, 1958</u>			
Friday Oct. 10 11:00 A.M.	OPENING PREVIEW: RESORT AND SPRING COLLECTION By invitation and reservation. Trade showings, Oct. 14, 21, 28 at 11:00 A.M. Contact: Liz Bechtel, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Oct. 11- Oct. 18	"KNIT IT YOURSELF WITH WOOL WEEK"--sponsored by the National Knitting Yarn Assoc., and The Wool Bureau. Publicity: Ann Silver Assoc., MU. 7-8654.		
<u>WEEK BEGINNING SUNDAY, OCTOBER 12, 1958</u>			
Sunday Oct. 12 1:00 P.M. Brunch	COUTURE FUR FASHIONS DURING BRUNCH "Pink Champagne and Roses"--showing of Fall and Winter fur collection. Reservations--\$3.75; contact Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.	SIATKIN FURS, (224 W. 30TH ST.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Oct. 13	COLUMBUS DAY (Sunday, Oct. 12)--To Be Celebrated on Monday, Oct. 13.		
Monday Oct. 13 2:30 P.M.	OPENING OF SPRING SUIT COLLECTION Showing of Spring suits. By appointment. Contact: LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday Oct. 13	SHOWINGS OF RESORT AND HOLIDAY COLLECTION Informal showings of afternoon, dinner and late day collection. By appointment only. Publicity: Trudy Taylor May, MU. 4-3323.	TARQUIN, INC.	216 EAST 39TH STREET SHOWROOM - 2ND FLOOR
Monday Oct. 13- Oct. 19	THE NEW YORK ANTIQUES FAIR Exhibit by 125 antique dealers of objects from all parts of the world, emphasizing Americana. Hours: 1:00 - 11:00; Sunday, 2:00 - 7:00. Admission: \$1.50 (opening day \$2.00). Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Tuesday Oct. 14 9:00 A.M. Breakfast	PREVIEW OF RESORT AND SPRING FASHIONS Collection designed by Dorothy Burns, including children's fashions, sports-wear, dresses, rainwear. For fashion coordinators of buying offices. By invitation. Publ.: Peggy Cantor Assoc., 117 East 37th St., MU. 9-8542.	PRENTISS-LANE, INC.	1407 BROADWAY SHOWROOM - 17TH FLOOR
Tuesday Oct. 14 9:15 A.M. Coffee	PREVIEW: CUSTOM-MADE & IMPORTED MILLINERY De Pinna will preview their Holiday and late Fall custom-made and imported hats. <u>Showing at 9:45 A.M.</u> By invitation. Publ.: Helen Daub, PL. 7-9000.	DE PINNA	3RD FLOOR MILLINERY SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 14 10:00 A.M.- 1:00 P.M.	PRESS PREVIEW: SILK AND PRINTED TEXTILES "Silk and Printed Textiles of the French Directoire and Empire Periods." Press preview, by invitation. Open to public, beginning Wed., Oct. 15. Contact: PL. 8-0750.	SCAIAMANDRE MUSEUM OF TEXTILES	57 EAST 57TH STREET
Tuesday Oct. 14 10:00 A.M.- 12:00 Noon	PRESS PREVIEW: JAPANESE DEPARTMENT STORE The press will preview Japanese merchandise at the opening of the first Japanese department and specialty store in the United States. By invitation. Publ.: David J. Jacobson, United Public Relations, 120 E. 56th St., PL. 1-3950.	TAKASHIMAYA	5TH AVE. & 46TH ST.
Tuesday Oct. 14 10:30 A.M.	OPENING OF HOLIDAY AND SPRING COLLECTION Daily at 10:30 A.M. By reservation. Contact: Myra de	SPORTCRAFT	550 SEVENTH AVENUE SHOWROOM - 12TH FLOOR Francesca, LA. 4-9724.
Tuesday Oct. 14 12:00 Noon	SPRING COLLECTION BY LUIS ESTEVEZ Preview for the press of Resort and Spring fashions, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon. Contact: LO. 4-5820.	GRENELLE-ESTEVEZ, LTD.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 14 12:00 Noon Luncheon	SPECIAL SHOWING OF RESORT-SPRING COLLECTION Collection designed by Reiko and Pembroke Squires. <u>Showing at 1:00 P.M.</u> <u>promptly</u> . By admission card only. Contact: Miss Andrée, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 14 1:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Junior Sophisticates will present their Resort and Spring collection at 1:00 P.M. daily. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 14 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING FASHIONS Resort and Spring '59 fashions at preview for press and resident buying offices. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
Tuesday Oct. 14 4:00 P.M.	PREVIEW: COLLECTION BY DONALD BROOKS Press preview of Resort-Spring collection by Donald Brooks for Hedges. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	HEDGES, LTD.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Oct. 14 4:30 P.M. Cocktails	PREVIEW: PARIS-CREATED COIFFURES BY ANTOINE Antoine will introduce his 1959 Paris-created coiffures to the press. Presentation at 5:00 P.M. Discussion by a special panel of guest celebri- ties. By invitation only. Publicity: Saks Fifth Ave.--Grace de Mun, PL. 3-4000; for Seligman & Latz--Helene Obolensky, JU. 2-6100.	SAKS FIFTH AVENUE	HOTEL PLAZA WHITE AND GOLD SUITE
Tuesday Oct. 14 6:30 P.M.- 9:30 P.M.	WEEKLY FASHION CAREER COURSE Subject: "Fashion World Markets". Moderator: Matilda Taylor. Women's Wear Daily. Each session: \$2.50 (except Nov. 25, \$3.50). Chairman: Jeanne Pierre. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	29 WEST 39TH STREET ENG. SOC. AUDITORIUM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 15 12:00 Noon Luncheon	RIBBON FASHION AWARDS LUNCHEON Special awards to designers in the dress, millinery, and lingerie fields for skillful use of ribbon in their fashions. By invitation. Publicity: Alfred Davidson Assoc., 38 E. 57th Street, FL. 5-0868.	RIBBON FASHION ASSOCIATES	HOTEL PLAZA TERRACE ROOM
Wednesday Oct. 15 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING FASHIONS By invitation. (<u>Note Change Of Date</u>). <u>Beginning Tuesday, Oct. 21, daily luncheon showings at 12:00 Noon.</u> By appointment. Contact: Jean Roberts or Teal Traina, CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Oct. 15 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Frank Gallant's coats and suits; Gothé gowns; Cerutti's children's fashions. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Pierre Fashion Dir.: Anne Taylor, TE.8-8000.	FRANK GALLANT; GOTHÉ; CERUTTI	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 15 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall fashions, available at Lord and Taylor. Press by invitation. Public by reservation; contact: FL. 5-1000. Galanos Publicity: Maxwell-Gray, FL. 3-5556	GALANOS	SHERATON EAST HOTEL BALLROOM
Wednesday Oct. 15 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Dan Keller will present his Resort and Spring collection of casual dresses and ensembles, designed by Liz Claiborne. By invitation. Thereafter in showroom. Publicity: Margaret Hodge, 15 East 48th Street, FL. 5-7630.	DAN KELLER CO., INC.	500 CLUB - 15TH FLOOR 500 SEVENTH AVENUE
Wednesday Oct. 15 4:30 P.M.- 7:30 P.M.	COCKTAIL PARTY FOR BEAUTY EDITORS DuBarry will introduce a new fragrance at a cocktail party for beauty editors. By invitation. Publicity: Helen Nash, GI. 6-5814.	DuBARRY	ST. REGIS HOTEL ROOF
Beginning Wednesday Oct. 15	RESORT-SPRING COCKTAIL AND EVENING FASHIONS Yanni will present his Resort-Spring collection of cocktail and evening fashions. Daily showings from Oct. 15 through Oct. 31. By appointment. Contact: EL. 5-3295.	YANNI	61 EAST 57TH STREET SALON-4TH FLOOR
Wednesday Oct. 15- Oct. 31	"BLUE BOOK" OF FASHION SPRING SESSIONS "Charm" Magazine previews Spring '59 fashions editorially featured and advertised in the January, February, March issues and documents merchandise, promotion and display opportunities. Open to retailers only. Daily at 9:00 A.M. <u>only</u> . For appointments after Oct. 31, contact: Edith Loss. PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-18TH FLOOR
Friday Oct. 17 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING FASHIONS Lee Claire will present their Spring collection for press and buyers. By invitation. <u>Thereafter luncheon showings at 12:00 Noon.</u> By appointment. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday	OPENING OF SPRING	GUILD OF BETTER	INDIVIDUAL MEMBERS'
Oct. 20-	SHOE COLLECTIONS	SHOE MANUFACTURERS	SHOWROOMS
Oct. 24	Members include: Delman, Evins, Fox Shoe Co., Jerro Bros., Margaret Jerrold, Herbert Levine, Frank Lipare, Inc., John Marino & Sons, I. Miller & Sons, Newton Elkin, Palter deLiso, Wolsam Ltd. and Zuckerman & Fox (Julianelli). Contact: John Jerro, MU. 4-3191.		

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

The Member Firms of the Fashion Originators' Guild Will Introduce Their Spring Collections in a Three-Day Opening Period - Oct. 20 - 22

Beginning Monday Oct. 20	BEN BARRACK, INC.	498	7th Ave. (7 Fl.).	LO. 4-3923
	HARVEY BERIN LTD.	530	7th Ave. (7 Fl.).	PE. 6-0206
	BRANELL.	530	7th Ave. (27 Fl.).	PE. 6-6983
	WM. FOX-VISIONI CORP.	498	7th Ave. (18 Fl.).	CH. 4-2659
	ED GERRICK, INC.	550	7th Ave. (7 Fl.).	LO. 4-1820
	A. GOODMAN & CO., INC.	530	7th Ave. (17 Fl.).	WI. 7-4076
	DAVID E. GOTTLIEB, INC.	530	7th Ave. (4 Fl.).	LO. 5-2727
	GRABOIS.	498	7th Ave. (5 Fl.).	CH. 4-2767
	GROBE ORIGINALS, INC.	498	7th Ave. (16 Fl.).	BR. 9-8394
	HARMAY.	498	7th Ave. (22 Fl.).	PE. 6-5547
	MYRON HERBERT, INC.	530	7th Ave. (20 Fl.).	LO. 4-6830
	JOBERE, INC.	530	7th Ave. (20 Fl.).	PE. 6-1938
	JUNIOR SOPHISTICATES	498	7th Ave. (4 Fl.).	LO. 4-0462
	NAT KAPLAN, INC.	498	7th Ave. (21 Fl.).	LO. 5-4115
	DAVID LEVINE CO.	530	7th Ave. (21 Fl.).	LA. 4-0237
	ROSALIE MACRINI, INC.	550	7th Ave. (11 Fl.).	CH. 4-2655
	PAUL PARNES CORP.	498	7th Ave. (10 Fl.).	CH. 4-4600
	RUDOLF GOWNS.	530	7th Ave. (12 Fl.).	WI. 7-6865
	MARTIN SIMON, INC.	498	7th Ave. (7 Fl.).	LA. 4-2877
	HERBERT SONDHEIM, INC.	530	7th Ave. (20 Fl.).	LA. 4-7540
	SUZANNE AUGUSTINE, INC.	1 W.	47th St. (7 Fl.).	PL. 7-3465
	HANNAH TROY, INC.	530	7th Ave. (2 Fl.).	LO. 3-0988
SAMUEL WINSTON, INC.	530	7th Ave. (11 Fl.).	CH. 4-2617	
Contact: Leonard Gendler, 1440 Broadway, CH. 4-6945.				

Monday	PRESS PREVIEW: SPRING	I. MILLER & SONS, INC.	EMPIRE STATE BLDG.
Oct. 20	SHOE FASHIONS		71ST FLOOR
8:30 A.M.-	Designer Andre Perugia will be present at I. Miller's press preview of		
10:30 A.M.	Spring shoe fashions. By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7872.		

Monday	PRESS PREVIEW: NEW	ARNOLD CONSTABLE	THIRD FLOOR
Oct. 20	FASHION FLOOR		
10:30 A.M.	Arnold Constable will preview their new third floor for dresses and coats, with a showing of Fall fashions. By invitation. Publicity: Gloria Geis, MU. 5-2300.		

Monday	PREVIEW: CLOTHES FOR THE	HELEN COOKMAN; &	ALUMNI AUDITORIUM
Oct. 20	PHYSICALLY HANDICAPPED	DR. HOWARD RUSK	550 FIRST AVENUE
2:30 P.M.	Dr. Howard Rusk will present to the press the first showing of Helen Cookman's specially designed collection for physically handicapped men and women, to be held at the N.Y. University Medical Center. (<u>Note Change Of Place</u>). By invitation. Publicity: Kay Bardsley at Rose Hilton, 475 Fifth Avenue, MU. 5-5133.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 20 4:00 P.M. Cocktails	PREVIEW OF AMERICAN DESIGNED FASHIONS The American Rayon Institute will salute New York as a "Port of Fashion Authority", highlighting world-inspired American designed fashions for apparel and the home. Showing at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	AMERICAN RAYON INSTITUTE	SHERATON-EAST HOTEL BALLROOM
Monday Oct. 20 4:00 P.M.	PRESS PREVIEW OF SPRING FASHIONS Preview of Hannah Troy's Spring collection. By invitation. Showings thereafter, Oct. 21, 22, 23, 28, 29, 30, Nov. 4, 5 and 6 at 1:00 P.M. Publicity: Barbara McGinniss, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 21 11:00 A.M. Buffet	PREVIEW: HOLIDAY, RESORT AND SPRING MILLINERY Miss Mary will present her Holiday, Resort and advance Spring millinery collection to the press and buyers. By invitation. Publicity: Maud Moody, 240 Madison Avenue, LE. 2-5562.	MISS MARY	37 WEST 57TH STREET SALON
Tuesday Oct. 21 12:00 Noon Luncheon	NINTH ANNUAL CONVENTION PROGRAM Cocktail reception and luncheon at 12:00 Noon, followed by a meeting on topics of vital interest to the fragrance industry. Tickets for luncheon: \$15.00 each. Reservations: YU. 6-9177. Publicity: Rose M. Harten at Hill & Knowlton International, OX. 7-5600, Ext. 364.	THE FRAGRANCE FOUNDATION, INC.	WALDORF-ASTORIA
Tuesday Oct. 21 2:30 P.M.	OPENING OF RESORT AND SPRING COLLECTION Showings Tues., Oct. 21, 22, 23, 28 and 30 at 2:30 P.M. <u>Showing Wed., Oct. 29 at 9:30 A.M.</u> Contact: Miss Fritzzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Tuesday Oct. 21 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS Harmay will present their collection of dresses, costumes and suits. By invitation. Daily thereafter at 4:00 P.M. Contact: PE. 6-5547. Publicity: Pauline Greene, Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 21 4:00 P.M.- 6:00 P.M. Tea	MILLINERY SHOW: SALUTE TO THE UNITED NATIONS "International Millinery Day"--a showing of hats by the Millinery Creators of America for benefit of American Association for United Nations. Tickets: \$7.50. Contact LO. 4-7800. Publicity: Mark Foster at Communications Counselors, OX. 7-7330.	MILLINERY INSTITUTE OF AMERICA	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Oct. 21 6:30 P.M. Cocktails- Dinner	SCHIFFLI FASHION AWARDS DINNER Second Annual Schiffli fashion awards, with presentation of plaques for outstanding use of American Schiffli Embroidery in fashions & home furnishings. Tickets: \$20.00. Contact: Schiffli, 591 Summit Ave., Jersey City. Swarthmore 5-2347.	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	HOTEL COMMODORE BALLROOM
Wednesday Oct. 22 9:00 A.M. Breakfast	PRESS PREVIEW: SPRING DRESS COLLECTION Showing at 9:30 A.M. By invitation. <u>Trade showings beginning Wednesday, Oct. 22 at 2:30 P.M.</u> Contact: PE. 6-6983. Publicity: Eleanor Lambert MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 22 9:30 A.M. Coffee	PRESS CONFERENCE: NATIONAL SHOE FAIR Special conference for N.Y. Press, covering highlights of Chicago National Shoe Fair (Oct. 26-30). Moderator: Billie Howard. By invitation. Contact: Woodrow Gatehouse at Robert L. Bliss, 60 E. 42 St., YU. 6-7440.	SHOE WOMEN EXECUTIVES ASSOCIATION	HOTEL ASTOR COLLEGE HALL-8TH FL.
Wednesday Oct. 22 10:30 A.M.	PREVIEW: RESORT AND SPRING COLLECTION By invitation. Showings thereafter Thursday, Oct. 23, 28, 29, 30 at 10:30 A.M. By appointment. Contact: Jerome Silverman, LO. 4-0616.	MARTINI DESIGNED	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 22 11:30 A.M.	PRESS PREVIEW: SPRING COATS & SUITS George Carmel's Spring coat and suit collection at preview for the press. By invitation. Trade showings thereafter Oct. 28, 29, 30, Nov. 4, 5, 6, 11, 12 and 13 at 10:30 A.M. Contact: Estelle Schwarz, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday Oct. 22 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON Daytime to evening Fall and Winter collection shown during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept", PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MINGOLINI-GUGENHEIM OF ROME	HOTEL PLAZA TERRACE ROOM
Wednesday Oct. 22 1:15 P.M.	OPENING: SPRING COLLECTION Sylvia Kaplan will present her collection of daytime, late day dresses and ensembles. By reservation. <u>Daily thereafter</u> at 1:15 P.M. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 22 1:15 P.M.	RESORT-SPRING FASHIONS DESIGNED BY GASTON MALLET The first Gaston Mallet designed Resort and Spring collection for Arthur Lewis. Showings, Oct. 22, 23, 28, 29, 30. Nov. 4, 5, 6, at 1:15 P.M. Contact: PE. 6-6250.	ARTHUR L. LEWIS, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Oct. 22 4:00 P.M.	PREVIEW OF SPRING COLLECTION Rosalie Macrini will preview her Spring collection of cocktail and evening fashions. By invitation. Thereafter Oct. 27, 28, 30, Nov. 3 and 5 at 4:00 P.M. Contact: Jo MacLeod, CH. 4-2655.	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Oct. 22 5:00 P.M. Cocktails	PREVIEW OF SWISS COTTON FASHIONS The press will be invited to a showing of Resort and Spring Swiss cotton and embroidery fashions at the home of the Swiss Consul General. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	SWISS COTTON AND EMBROIDERY INDUSTRY	HON. HANS GASSER 1 GRACIE SQUARE
Thursday Oct. 23 10:00 A.M.	OPENING OF RESORT SPRING COLLECTION The Adele Simpson complete Resort and Spring collection at 10:00 A.M. on Oct. 23, 28, 29, 30, Nov. 4 and 6. (<u>Note Change Of Date</u>). By invitation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 23 10:30 A.M.	OPENING OF SPRING COLLECTION Showing of Edward Abbott's Spring collection designed by Wilson Folmar. Thereafter, Friday, Oct. 24, 27, 28, 29, 30 at 10:30 A.M. By appointment. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC. WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Oct. 23 12:00 Noon Luncheon	SPRING AND SUMMER FABRICS LUNCHEON Speaker: Estelle Hamburger. Subject: "Of Material Importance". Co-chmn.: Ann Boucher and Vee Rafdal. Prices \$8.00, members; \$9.00, guests. Ex- hibit from 10:00 A.M.-3:00 P.M.; \$1.00 at door for non-holders of luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Oct. 23 1:15 P.M.	PRESS PREVIEW OF SPRING COLLECTION Oleg Cassini will present his Spring collection to the press. By invita- tion. Thereafter, Oct. 23, 24, 28, 29, 30 at 1:15 P.M. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Assoc., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Oct. 23 4:00 P.M.	OPENING: RESORT-SPRING DRESS COLLECTION Complete Resort and Spring dress collection, designed by Kasper for Arnold-Fox, at 4:00 P.M., Oct. 23, 28, 29. Contact: CH. 4-3914.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Friday Oct. 24 9:30 A.M.- 5:30 P.M.	OPEN HOUSE: SPRING SPORTSWEAR COLLECTION Showing of Spring collection at open house for press and buyers. By invita- tion. Publ: Countess Irene Dolfin, LO. 4-3335; or Ken Williams, WI. 7-4471.	PERSONAL SPORTSWEAR, INC.	1407 BROADWAY SHOWROOM-24TH FLOOR
Monday Oct. 27 10:30 A.M. 11:30 A.M.	OPENING OF SPRING COLLECTION Leonard Arkin's Spring collection at 10:30 A.M.; Andrew Arkin's at 11:30. Daily thereafter at same hours. Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Monday Oct. 27 3:00 P.M.	PREVIEW: RESORT AND SPRING COLLECTION Preview of Maurice Rentner's Resort and Spring collection. By invitation. Showings thereafter, Oct. 28, 29, 30, Nov. 4, 5, 6, 12, 13 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday Oct. 27 4:30 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Press showing of Jane Derby's Resort and Spring collection. By invitation. Showings at 10:30 A.M., Oct. 29, 30, 31, Nov. 7 and 9. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Oct. 27 8:00 P.M.	OPENING NIGHT OF OPERA SEASON Opening of the 1958-59 Metropolitan Opera's 74th season, presenting Puccini's "Tosca". Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE BROADWAY & 39TH ST.
Tuesday Oct. 28 9:30 A.M.	SPRING COAT AND SUIT ORIGINALS Preview of the William Devitz coat and suit originals for press and buyers. By invitation. Thereafter at 10:30 A. M. Publ.: Julia Berren, WI. 7-4717.	WM. DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 28 10:30 A.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Yves St. Laurent, designer for Christian Dior, will be present at the preview of their New York Spring collection; also at the 2:30 P.M. buyer showing. By invitation. Showings at 2:30 P.M., Oct. 29, 30, Nov. 4, 5, 6. Publicity: Dorothy Smith, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Oct. 28 10:30 A.M.	OPENING OF SPRING AND RESORT COLLECTION Fashions designed by Frank Adams. Thereafter daily at 10:30 A.M. Contact: Muriel Morris, IA. 4-7690. Publicity: Laura Cantor, IA. 4-7690.	MALCOLM CHARLES, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Oct. 28 12:00 Noon	PREVIEW OF SPRING COATS AND SUITS Seymour Fox will present his Spring coat and suit collection to the press. (Note Change Of Time). By invitation. Showings thereafter Nov. 4 and 11 at 10:30 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 28 1:00 P.M.	OPENING OF SPRING COLLECTION Showing of Talmack's Spring collection, designed by John Moore, Oct. 28, 29 and 30 at 1:00 P.M. By appointment. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Oct. 28 4:00 P.M.	OPENING: SPRING AND RESORT COLLECTION Cocktail ensembles and evening Spring and Resort collection, designed by Jean Marchand formerly of Dior-Paris. Showings, Tues., Oct. 28 and 30. By reservation. Contact: PE. 6-2663. Publ.: Mathews-Latham, MU. 7-5447.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday Oct. 29 10:30 A.M.	OPENING: SPRING COATS SUITS AND ENSEMBLES By reservation. <u>Daily thereafter at 10:30 A.M.</u> Contact: Lee Jablow, IA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 29 4:00 P.M.	PREVIEW: "CHRISTINA" DRESS COLLECTION Tina Leser will present her new "Christina" dress collection to the press. (Note Change Of Date.) By invitation. Daily thereafter at 10:30 A.M. Contact: LO. 5-7514. Publicity: Maxwell Gray, 527 Lex. Ave., PL. 3-5556.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 30 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Preview of Frank Gallant's coats and suits to the press. By invitation. <u>Trade showings from Tues., Nov. 4 daily except Friday.</u> (Time will be announced.) Contact: Herbert Gallant, IA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 30 12:00 Noon Luncheon	PREVIEW: RESORT, SPRING AND SUMMER COLLECTION Preview of Queen Casuals collection of action sportswear and beach fashions for the press. By invitation. Contact: Muriel Solomon, WI. 7-1381.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA BAROQUE ROOM
Friday Oct. 31 10:00 A.M.	PRESS PREVIEW: SPRING SUIT COLLECTION Preview of Richard Kolmer's Spring suit collection. By invitation. Publ.: Betty Gardner at Edward M. Meyers Assoc., JU. 2-2224.	RICHARD KOLMER, INC.	205 WEST 39TH STREET SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Nov. 3	OPENING OF SPRING COAT COLLECTION Continuous daily showings of Spring coat collection.	BAITCH & CASTALDI, INC.	230 WEST 39TH STREET SHOWROOM-12TH FLOOR Contact: LO. 4-8220.
Beginning Monday Nov. 3	OPENING OF BOYS' SPRING COLLECTION Hi-Line will present the "Golden Era", in sportswear for the little gentleman. Sizes 12 months - 12 years. By appointment. Publicity: Ruth Shaw Assoc., WI. 7-2562.	HI-LINE	112 WEST 34TH STREET SHOWROOM-8TH FLOOR
Nov. 4	ELECTION DAY (TUESDAY).		
Tuesday Nov. 4 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Showings at 10:30 A.M. on Nov. 4, 7, 12, 18. By appointment. Contact: JU. 2-2317.	MONTE-SANO & FRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Tuesday Nov. 4 12:00 Noon Luncheon	JUNIOR CRUISE AND SPRING COLLECTION Lanz junior dresses and separates. Showings Nov. 4, 5, 6, 10, 12 and 13, from 12:00 Noon - 1:00 P.M. By reservation. Contact: Audrey Weymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Nov. 4 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION Showing of Mr. Mort's Spring junior dress collection Tues., Nov. 4, 5 and 6 at 1:00 P.M. By admission card only. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Nov. 4	OPENING OF SPRING COAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday Nov. 5 2:30 P.M.	PREVIEW OF SPRING COLLECTION Anthony Blotta will present his Spring collection to the press. By invitation. Daily thereafter at 2:30 P.M. Publicity: Maxwell-Gray, PL. 3-5556.	ANTHONY BLOTTA	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Nov. 5 4:00 P.M. Cocktails	PREVIEW OF SPRING JUNIOR FASHIONS Preview of Spring junior dresses and costumes designed by Patrick Porter. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Nov. 6 10:30 A.M.; 2:30 P.M.	OPENING OF SPRING BRIDAL COLLECTION Murray Hamburger Spring bridal collection at two showings. By reservation. Continuous daily thereafter. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Nov. 12 9:00 A.M. Breakfast	PREVIEW: COTTON FASHIONS BY LEADING DESIGNERS The press will be invited to a showing of Resort and Spring cotton collection, by leading designers. All fabrics have been treated with Perma-Starch for longer wear. By invitation. Publicity: Max Rogel, Inc., FL. 1-2855. Fashion Coordinator: Peggy Cantor Assoc., MU. 9-8542.	PERMA-STARCH	SHERATON- EAST HOTEL TRIANON ROOM

MUSIC...MOVIES...THEATRE

- Tuesday
Oct. 14-
Nov. 5 "THEATRE NATIONAL POPULAIRE" BROADWAY THEATRE, B'WAY AT 53RD STREET
S. Hurok presents direct from Paris, under the direction of Jean Vilar, this world-famous repertory company on its first visit to this country. Featuring Gerard Philipe, Maria Casares and M. Vilar. Publicity: Martin Feinstein, CI. 5-0500.
- Tuesday
Oct. 14 OPENING: "THE WORLD OF SUZIE WONG" BROADHURST THEATRE, 235 WEST 44TH ST.
Joshua Logan's production of Richard Mason's best selling novel about a white artist and a Chinese prostitute's love affair, starring Frances Nuyen and William Shatner, presented by David Merrick, Seven Arts Productions, Inc., and Mansfield Productions. Authentic props from Hong Kong, including a rickshaw, were flown in by Pan-American World Airways. Sets: Jo Mielziner. Costumes: Dorothy Jenkins. Publicity: Frank Goodman, BR. 9-4985.
- Wednesday
Oct. 15 PREMIERE: "THE ROOTS OF HEAVEN" (Movie) PALACE THEATRE, B'WAY & 47TH ST.
20th Century Fox will present the adaptation of Roamine Gary's novel, in CinemaScope, starring Errol Flynn, Juliette Greco, Eddie Albert and Orson Welles. Producer: Darryl F. Zanuck. Director: John Huston. Publicity: John Springer, CO. 5-3320.
- Wednesday
Oct. 15 OPENING: "THE GIRLS IN 509" BELASCO THEATRE, 111 WEST 44TH STREET
Alfred de Liagre will present the new comedy by Howard Teichman. Featuring Imogene Coca and Peggy Wood, the play is about life in contemporary New York involving twelve characters. Director: Bretaigne Windust. Sets and Lighting: Donald Oenslager. Costumes: Lucinda Ballard. Publicity: Ben Washer, CI. 5-0740.
- Thursday
Oct. 16 OPENING: "MAKE A MILLION" PLAYHOUSE, 137 WEST 48TH STREET
Joel Spector and Sylvia Harris will present a comedy starring Sam Levene, with Neva Patterson. Staged by Ezra Stone. Sets and Lighting: Paul Morrison. Costumes: Ann Roth. Publicity: David Lipsky, CH. 4-5185.
- Monday
Oct. 20 OPENING: "FAMILY REUNION" PHOENIX THEATRE, 2ND AVE. & 12TH ST.
Lillian Gish, Florence Reed and Fritz Weaver will star in the T.S. Eliot play, presented by T. Edward Hambleton and Norris Houghton. Dir.: Stuart Vaughn. Costumes: Will Stevens Armstrong. Publ.: Ben Kornzweig, JU. 2-2490.
- Tuesday
Oct. 21 OPENING: "ONCE MORE WITH FEELING" NATIONAL THEATRE, 208 WEST 41ST STREET
Co-starring Arlene Francis and Joseph Cotton, featuring Walter Matthau, Leon Belasco and Paul Richards, the comedy by Harry Kurnitz will be presented by Martin Gabel and Henry Margolis. Director: George Axelrod. Settings: George Jenkins. Costumes: Michael Travis. Publicity: Richard Maney, CI. 7-4646.
- Wednesday
Oct. 22 OPENING: "THE PLEASURE OF HIS COMPANY" LONGACRE THEATRE, 220 W. 46TH ST.
Cornelia Otis Skinner, Cyril Ritchard and Charles Ruggles will star in a romantic comedy by Miss Skinner and Samuel Taylor. Presented by the Playwrights Co. and Frederick Brisson. Director: Mr. Ritchard. Costumes: Edith Head. Publicity: William Fields, FL. 7-6846.
- Thursday
Oct. 23 PREMIERE: "TOSCA" (Movie) TRANS-LUX NORMANDIE THEATRE, 110 W. 57TH ST.
Commemorating the birth of Puccini, S. Hurok will present the Cinecita production, in CinemaScope and color, starring Franca Duval, Franco Corelli, featuring the voice of Maria Caniglia. Dir.: Carmine Gallone. Publicity: Noel Meadow, LO. 5-7763.